

**TENNESSEE DEPARTMENT OF AGRICULTURE**  
**AGRICULTURE ADVANCEMENT DIVISION/MARKETING CONSULTANT II**  
**Submit Resumes to [Debbie.Ball@tn.gov](mailto:Debbie.Ball@tn.gov)**

The Agriculture Advancement Division is seeking a team oriented self-starter who desires to be a valuable member of an agency dedicated to making a positive impact in Tennessee's Agriculture industry.

The required job competencies include:

**CUSTOMER FOCUS**

Builds and maintains customer satisfaction

- Can describe customers' business and expectations and anticipates customer needs.
- Goes beyond basic service expectations to help customers implement complete solutions.
- Explores options when unable to deliver a requested product or service and pursues solutions until the customer is satisfied.
- Seeks customer feedback and ensures needs have been fully met and recognizes adverse customer reactions to develop better alternatives.

**CREATIVE & INNOVATIVE THINKING**

Develops fresh ideas to provide solutions to all challenges

- Sees old problems in new ways and has novel approaches to solving those problems.
- Contributes original and resourceful ideas in brainstorming sessions.
- Thinks in terms of desired outcomes, not just reactive, quick solutions. Finds ways to turn the ideal into reality. Experiments with new ideas, methodologies, and procedures.
- Visualizes potential problems and solutions without needing tangible, "real-life" examples. Can discuss and project the aspects and impacts of issues and decisions.

**COLLABORATION & TEAMWORK**

Easily gains trust and support of others to find common ground to solve problems

- Communicates clear directions and sets well-defined expectations.
- Solicits and considers feedback from the widest range of appropriate stakeholders to facilitate solutions with the team.
- Clearly explains and expresses facts and ideas in a convincing manner and negotiates with individuals and groups as appropriate.

**ATTENTION TO DETAIL**

Diligently attends to details and pursues quality in accomplishing tasks.

- Performs tasks with care; is thorough and checks work to ensure accuracy.
- Compares observations or finished work to what is expected to find inconsistencies.
- Remains aware and takes care of all details.

## **INTEGRITY & INFLUENCING OTHERS**

Gets others excited about and committed to furthering the organization's objectives while earning trust and respect through consistent honesty and professionalism in all interactions.

- Keeps promises and commitments made to others, does the right thing, even if difficult.
- Avoids situations and actions considered inappropriate or present a conflict of interest.
- Promotes the creation of shared mission, vision, and values to guide actions.
- Displays a positive attitude about with co-workers, customers and management.
- Leads by example and sets standards for professional behavior.

## **JOB OVERVIEW**

Under general supervision, this position is responsible for professional agricultural market development work of average difficulty and performs related work as required.

**Distinguishing Features:** This is an advanced working level class in the Agricultural Marketing Spec job series. An employee in this class promotes market development for agricultural products for the State of Tennessee.

[Summary and Distinguishing Features](#)

## **LOCATION**

Nashville, TN office base serving constituents statewide

## **SALARY AND BENEFITS**

Salary is commensurate with training and experience. Benefits include insurance, state employee's retirement; workers' compensation; sick and annual leave; numerous state benefit programs.

## **EDUCATION AND EXPERIENCE**

**Graduation** from an accredited college or university with a bachelor's degree in agriculture science, agribusiness, or marketing and experience equivalent to two years of full-time experience developing, implementing, and evaluating multiple phases of programs related to marketing, agriculture, or home economics.

**Substitution of Experience for Education:** Full-time experience in developing, implementing, and evaluating multiple phases of agricultural marketing programs may substitute for the required education on a year-for-year basis to a maximum of four years.

**Substitution of Education for Experience:** A master's degree in Agricultural Business, Agricultural Economics, Agricultural Marketing, or a related agribusiness area may substitute for one of the two years of required experience.

**OR**

**Graduation** from an accredited college or university with a bachelor's degree and experience equivalent to three years of full-time experience developing, implementing, and evaluating multiple phases of programs related to marketing, agriculture, or home economics with at least one year of full-time experience developing, implementing, and evaluating multiple phases of programs related to agricultural marketing.

## **REQUIREMENTS**

Comprehensive knowledge of agricultural industries and production processes

Effective written and verbal communication skills  
Effective computer skills (Microsoft Word, Excel, PowerPoint)  
Valid Driver's License